20. And now for something a little different, I'd like to know how you feel about your regular brand of cigarettes and the type of person you feel would smoke your brand, that is, (READ FULL NAME OF REGULAR BRAND FROM Q.6). One way you can do this is by indicating how each of the pairs of words or phrases on this page (BE SURE RESPONDENT HAS QUESTIONNAIRE OPEN TO PAGE 4) describes your brand. For example, if you think that (READ FULL NAME OF BRAND FROM Q.6) has a poor menthol taste, you'd circle the number 1. If you think it has a good menthol taste, you'd circle the number 7. Or you can circle any number in-between, depending upon how much taste you think it has.

BE SURE RESPONDENT UNDERSTANDS HOW TO USE THE SCALE.

WHEN HE/SHE HAS FINISHED, CHECK TO SEE THAT ALL ITEMS HAVE BEEN ANSWERED. THEN TURN QUESTIONNAIRE TO PAGE 5, HAND IT BACK TO RESPONDENT, AND READ Q.21 BELOW.

PLACE PLAYERS CIGARETTES IN FRONT OF RESPONDENT WHEN READING Q. 21 BELOW, AND WHILE HE/SHE IS ANSWERING THE QUESTIONS ON PAGE 5.

21. Based on everything you know about Players, what do you think Players would be like, and what type of person would smoke this brand? Please circle the number on each line that shows how you would feel about Players.

WHEN RESPONDENT HAS FINISHED, CHECK TO SEE THAT ALL ITEMS HAVE BEEN ANSWERED. THEN REMOVE PLAYERS CIGARETTES FROM IN FRONT OF RESPONDENT AND CONTINUE INTERVIEW WITH Q.22 ON PAGE 6.

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Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0004